

SOVL[®]
FOLIO

The background features a solid blue field. On the left side, there are several geometric shapes in a vibrant pink color. These include a large, thick diagonal line that runs from the top left towards the bottom right, and several rectangular blocks of varying sizes positioned to the left of this line, creating a layered, architectural effect.

*Soal
uncovers
the soul of
every brand*



Soal Collaborations is founded by a team of experts in branding, advertising, digital marketing, and research, each bringing years of experience in their respective fields. We believe in the power of integrating diverse expertise into every endeavour, shaping branding strategies that build meaningful connections between brands and their audiences. As a team dedicated to uncovering the essence of a brand, every action we take is deliberate and purposeful.

Brand Research

Soal Collaborations studies a brand's history, purpose, audience, competitors, and market position to uncover meaningful insights. This understanding helps shape distinctive brands and communication that is relevant, consistent, and purposeful.

Market Research

Through market research, the team explores trends, consumer behaviour, competitors, and emerging opportunities. These insights help identify possibilities, understand changing markets, and develop strategies that strengthen a brand's presence and support long-term growth.

Event Execution

With a strong understanding of branding and event communication, the team creates distinctive design languages that give every event a unique identity. From concept and curation to pre-event communication and on-ground execution, every aspect of the event is carefully planned to deliver memorable brand experiences.

Print Consultation

With practical knowledge of print and production, the team helps choose the right formats, materials, finishes, and techniques. Every recommendation is made to ensure quality, visual appeal, cost efficiency, and consistency with the brand.

Branding

A thoughtful combination of strategy, creativity, visual identity, and communication forms the foundation of its branding approach. The result is distinctive brand systems that build recognition, strengthen positioning, and create meaningful connections with audiences.

Digital Marketing

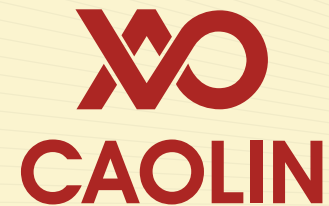
Digital strategies bring together content, social media, performance marketing, and audience engagement to build a stronger online presence. The approach focuses on meaningful communication, wider visibility, active communities, and opportunities that contribute to business growth.

Advertising

Strategic thinking and creative ideas come together to turn business objectives into powerful advertising. From campaign concepts to creative development and execution, every communication is designed to capture attention, build recall, and strengthen brand presence.

AI Videos

Emerging AI-powered tools are explored to create engaging and innovative video content. From concept and storytelling to visual production, this approach opens new creative possibilities while making video communication more flexible, efficient, and brand-focused.



GLOBAL INDIA
TECHNO HUB



INDIRA GANDHI
GROUP OF
INSTITUTIONS



SREE NARAYANA GURU
COLLEGE OF ARTS & SCIENCE

plants[®]
— A TOUCH OF NATURE

Revival
SANITAS CARE PRIVATE LIMITED

sama
Centre for Behavioral Science

Let Sports Care your Health

**Sports
STAR**
RESTAURANT & CAFE
L.L.C. BR.


**TENAGATM
SOLAR**


**BOND
MAX**

biofix RESEARCH
INSTITUTE


HAYATH
KITCHEN

FEEDCO 

renewG
SOLAR

femy
NIGHTIES

This is
meant
for you

الفخامة
ليست دائماً
باهظة الثمن

Bella Bathwares is an international sanitaryware and fittings brand with production units in Oman and India, and showrooms across the GCC, India and Africa.

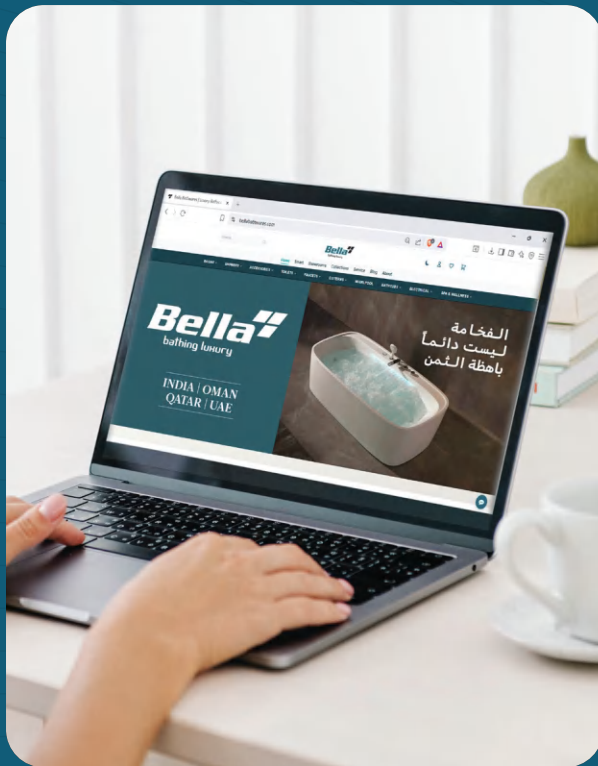
The billboard design for Bella Bathing Luxury, Oman, follows a minimalist approach. The design uses clean visuals, limited elements and ample space to communicate the brand's premium positioning. The simplicity allows the product and brand identity to stand out clearly, creating a memorable outdoor presence.

Bella
bathing luxury

INDIA | OMAN
QATAR | UAE

MABELAH | GHOBRA | BARKA | NIZWA | IBRI | SOHAR | SUR | SALALAH









ഒത്തുചേരാം ഇഷ്ട നിമിഷങ്ങൾക്കായ്

Aghoshangal Familyyilaanu is one of Family Wedding Centre's major campaigns of 2026, built around a simple yet powerful idea: every celebration begins with family. Instead of launching separate campaigns for each festive season, we introduced a single umbrella campaign that brought together Eid-ul-Fitr, Easter, Vishu, Onam, Independence Day, and other celebrations under one creative identity.

Designed as a full-fledged 360° campaign, it came to life across every major touchpoint. The campaign included iconic hoardings, newspaper jacket ads, television commercials, L-band advertising, digital promotions, in-store branding, and interactive contests.

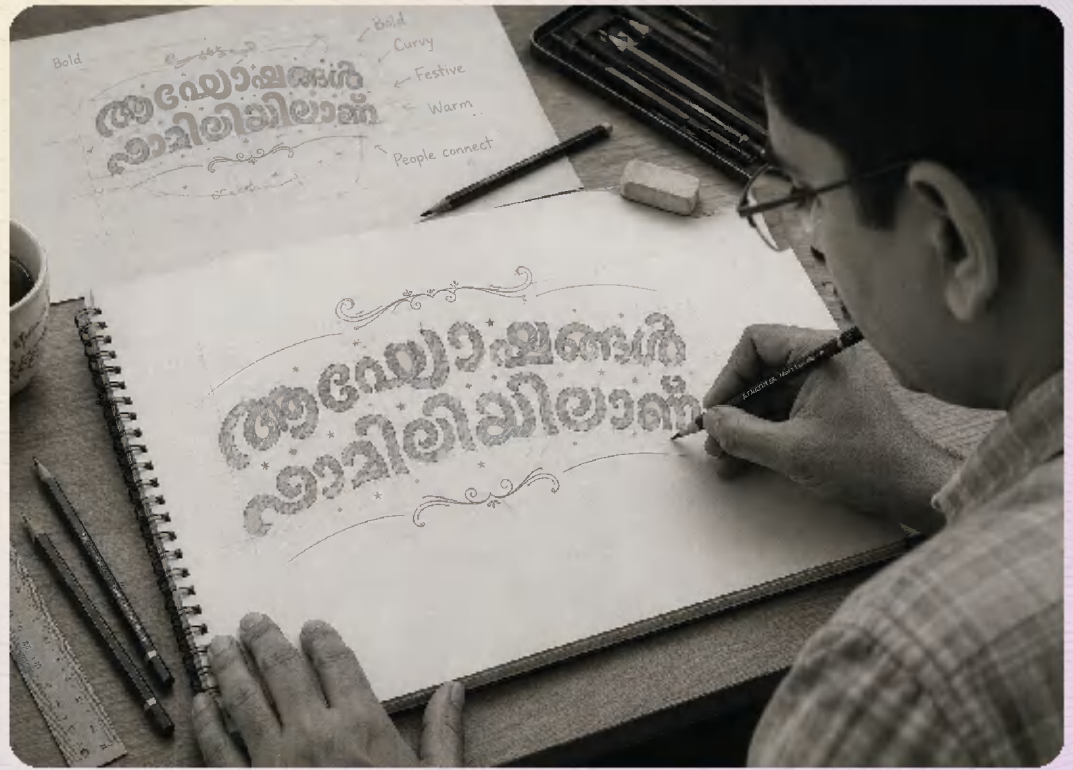
ആശ്വാഷങ്ങൾ ഓമിരിമിരാണ്

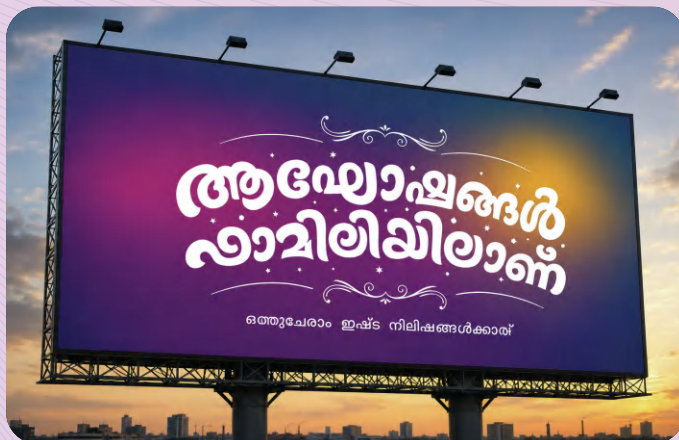
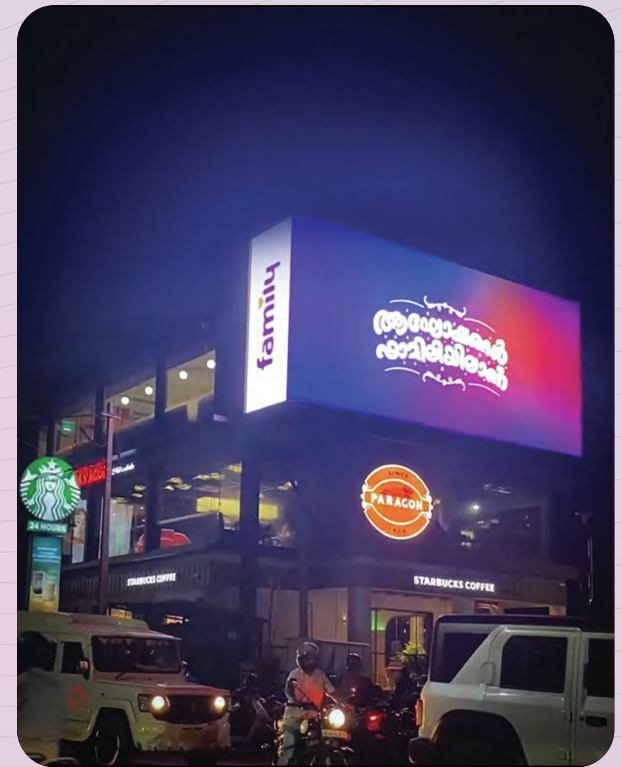
ഒത്തുചേരാം ഇഷ്ട നിമിഷങ്ങൾക്കായ്

KUNNAMANGALAM / VADAKARA / MANJERI / MEPPADI / TIRUR /
PERINTHALMANNA / KANNUR / SULTHAN BATHERY / UAE

Customer Care: 8943 63 63 63 / familyweddingcentre.com

family[®]
wedding centre





Branding Campaign

Mattees Five Star Condiments

അറേബ്യൻ രുചിയുടെ മൂന്നു പതിറ്റാണ്ടുകൾ

The Mattees Five Star rebranding began with a campaign inspired by the newly introduced logo tagline, "Condiments Since 1996." Building on this idea, we developed the campaign "അറേബ്യൻ രുചിയുടെ മൂന്നു പതിറ്റാണ്ടുകൾ," celebrating the brand's rich heritage and three decades of delivering authentic Arabian flavours. As the brand serves customers beyond Kerala, the campaign title was intentionally designed to be easily translatable, allowing it to be expressed in English as "Three Decades of Arabian Flavours" without losing its meaning or emotional impact.

അഭേദ്യൻ രൂപാക്ഷര മൂന്നു പരിഭാഷകൻ



MATTEES FIVE STAR CONDIMENTS | +91 7025501115 | 7025401115 | info@matteesfivestar.com matteesfivestar.com





നല്ല നാളേക്കായ്

ഇന്ദിരാ ഗാന്ധി ഗ്രൂപ്പ് ഓഫ് ഇൻസ്റ്റിറ്റ്യൂഷൻസ്

നല്ല നാളേക്കായി is a hoarding campaign developed for Indira Gandhi Group of Institutions. While developing the campaign title, our aim was to reflect the group's vision of shaping a better future through education. The title, meaning 'For a Better Tomorrow,' closely connects with the institution's tagline, 'Step to Future,' and expresses its commitment to preparing students for tomorrow.

Step
to
future

25
years of
shaping
futures

നല നാളെ ക്കായ്

ഇന്ദിരാ ഗാന്ധി ഗ്രൂപ്പ്
ഓഫ് ഇൻസ്റ്റിറ്റ്യൂഷൻസ്



**INDIRA GANDHI
GROUP OF
INSTITUTIONS**

KOTHAMANGALAM

9544 40 9544

www.iggis.org









INDIRA GANDHI GROUP OF INSTITUTIONS

25th Anniversary

KOTHAMANGALAM-PERUMBAVOOR / CONTACT: 9544 40 9544

AUGUST ഓഗസ്റ്റ്

1201 കർഷികം - 1202 ചിങ്ങം / 1448 സൗമ്യ - നവംബർ അയ്യപ്പ

2026

SUNDAY ഞായർ	MONDAY തിങ്കൾ	TUESDAY ചൊവ്വ	WEDNESDAY ബുധൻ	THURSDAY വ്യാഴം	FRIDAY വെള്ളി	SATURDAY ശനി
30 14	31 15					1 16
2 17	3 18	4 19	5 20	6 21	7 22	8 23
9 24	10 25	11 26	12 27	13 28	14 29	15 30
16 31	17 01	18 02	19 03	20 04	21 05	22 06
23 07	24 08	25 09	26 10	27 11	28 12	29 13

നല്ല നാളേക്കായ്

ഇന്ദിരാ ഗാന്ധി ഗ്രൂപ്പ് ഓഫ് ഇൻസ്റ്റിറ്റ്യൂഷൻസ്

INDIRA GANDHI COLLEGE OF ARTS AND SCIENCE	INDIRA GANDHI INSTITUTE OF DENTAL SCIENCES	INDIRA GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY
INDIRA GANDHI POLYTECHNIC COLLEGE	INDIRA GANDHI ANIMAL COLLEGE OF VETERINARY	INDIRA GANDHI INSTITUTE OF PHARMACEUTICAL SCIENCES
INDIRA GANDHI COLLEGE OF JOURNALISM AND MASS COMMUNICATION	INDIRA GANDHI TEACHER TRAINING COLLEGE	INDIRA GANDHI INSTITUTE OF DISTANCE EDUCATION
INDIRA GANDHI TRAINING COLLEGE	INDIRA GANDHI LAW COLLEGE	KMP COLLEGE OF ARTS AND SCIENCE
INDIRA GANDHI COLLEGE OF PHYSIOLOGY	KMP COLLEGE OF PHARMACY	

Indira Gandhi Group of Institutions / Institutions P.O, Kothamangalam, Ernakulam Dist. Kerala 686 902 / E-mail info@iggis.org / iggis.org





INDIRA GANDHI GROUP OF INSTITUTIONS

നല്ല നാളേക്കായ്

ഇന്ദിരാ ഗാന്ധി ഗ്രൂപ്പ് ഓഫ് ഇൻസ്റ്റിറ്റ്യൂഷൻസ്

14 കോളേജുകൾ

70+ കോഴ്സുകൾ

7000+ വിദ്യാർത്ഥികൾ

80+ യൂണിവേഴ്സിറ്റി റാങ്കുകൾ

25th Anniversary

KOTHAMANGALAM PERUMBAVOOR

iggis.org

FOR ADMISSION **9544 40 9544**

Identity Rebranding

Mattees Five Star



The rebranding of Mattees Five Star was carried out after extensive research and fieldwork. Over its 30-year journey, the brand had used three different logo identities. During discussions with customers and dealers, we found that many people were confused about the brand's visual identity. We also discovered that the latest logo had readability issues, making it difficult for people to recognize the brand name quickly.

The brand owners preferred to bring back the essence of the original logo, as it had the strongest recall among customers. To validate this decision, we conducted a detailed audience survey. More than 300 people participated in the research, providing information about their age, gender, brand awareness, and logo preference. Based on the findings, we redesigned the first logo while preserving its familiar identity. The new version features improved readability, a cleaner and more balanced design, and a clutter-free appearance. To reinforce the brand's long-standing heritage, we also introduced the tagline "Condiments Since 1996" as part of the new identity.



2014



2019



2021









Yali is an exclusive churidar brand available only at Family Wedding Centre showrooms. The logo follows a minimalist design style to reflect the brand's modern identity. The design is inspired by confidence and individuality. The signature teal colour represents freshness, elegance, and effortless style. Together, the logo and colour create a simple, distinctive, and memorable brand identity.









Feedoo is a maternity wear brand created with mothers in mind. The logo subtly incorporates the essence of a mother's love and care into its letterforms. Hidden within the letterforms is the subtle image of a mother feeding her baby, representing care, comfort, and the intimate bond they share. The coral pink colour is used as the primary colour. It creates a warm, modern, and elegant brand identity while celebrating the confidence, beauty, and strength of motherhood.









Bondmax is a tile adhesive brand. Its logo is inspired by a unique pattern formed on the floor by adhesive marks. This unexpected design caught our attention, and the logo emerged from an ordinary moment experienced by a worker. By incorporating this pattern into the logo, we created a design that feels familiar to those who work with the product, making it more meaningful and relatable.

The logo is presented in Royal Blue / Deep Slate Blue to give the brand a premium look. This sophisticated shade of blue represents trust, stability, and reliability, while also conveying professionalism and lasting quality.







Identity Rebranding
Femy Nighties

The logo for Femy Nighties features the word 'femy' in a large, elegant, yellow script font. Below it, the word 'NIGHTIES' is written in a smaller, yellow, all-caps sans-serif font. The 'y' in 'femy' has a decorative flourish that extends downwards and to the right.

Femy is a clothing brand specializing in women's nightwear. While developing the logo, our objective was to create a clean, elegant, and easily recognizable identity that reflects the comfort and femininity of the brand. Since Femy offers nighties in different price segments, the logo was designed with a flexible colour system. One colour serves as the primary brand identity, while the other two distinguish the different product ranges.



femy
NIGHTIES





Identity Rebranding

FLOOM



F.loom is a men's dhoti brand that blends tradition with modern design. The logo is designed as a combination mark, featuring a custom word-mark and a symbol. The symbol not only serves as the brand icon but can also be used as a decorative pattern on the dhoti border, creating a distinctive and consistent brand identity.

Crimson Red was chosen as the brand's primary colour to represent strength, confidence, and heritage. Its bold yet timeless appeal reflects the pride and elegance of traditional men's wear while giving the brand a premium and memorable presence.





Event Campaign
IGGIS, Kothamangalam



The IGGIS Badminton League 2026 identity uses a dynamic design style that reflects the energy, speed and excitement of badminton. Bold colours, strong typography and energetic shapes make the identity vibrant and youthful. The logo shape is inspired by a shuttlecock, bringing the spirit of the sport directly into the design. Celebration-based branding keeps the brand visible throughout the year, strengthening audience engagement, brand recall, and overall reach.







Event Branding

Family Wedding Centre

FUTURISE

LEADERSHIP MEET '26

Futurise is a corporate event conducted for Family Wedding Centre as a refresher programme for more than 1,000 staff members. The programme was curated by bringing together strategic thinking and design, creating a unified experience that refreshed the team and prepared them for the future.





Product Package

Mattees Five Star Condiments

CONDIMENTS PACKAGE

The packaging redesign was developed to reinforce Mattees Five Star's position as one of Kerala's pioneering Arabian condiments brands. As the brand's most tangible touchpoint, the packaging was designed to communicate its heritage while strengthening shelf presence and brand recognition.

Inspired by elements of Arabian culture, the visual language was carefully integrated into the packaging without competing with the product information or the brand identity. This balanced approach created a distinctive and authentic packaging system that celebrates the brand's origins while ensuring clarity, functionality, and strong visual impact.





Product Package

Family Wedding Centre

GIFT PACKAGE

In Kerala culture, relatives and neighbours often gather to admire the bride's wedding sarees after the purchase. The premium saree package for Family Wedding Centre is designed to impress these guests while serving as a safe, stylish pouch to store the precious saree.





Brochure

A well-designed brochure gives people something tangible to hold and helps them remember your business.

The 2026 brochure for Indira Gandhi Group of Institutions is designed to leave a lasting impression. Its unique arch shape is drawn directly from the logo, creating an instant connection with a symbol well known across Kerala's education sector.





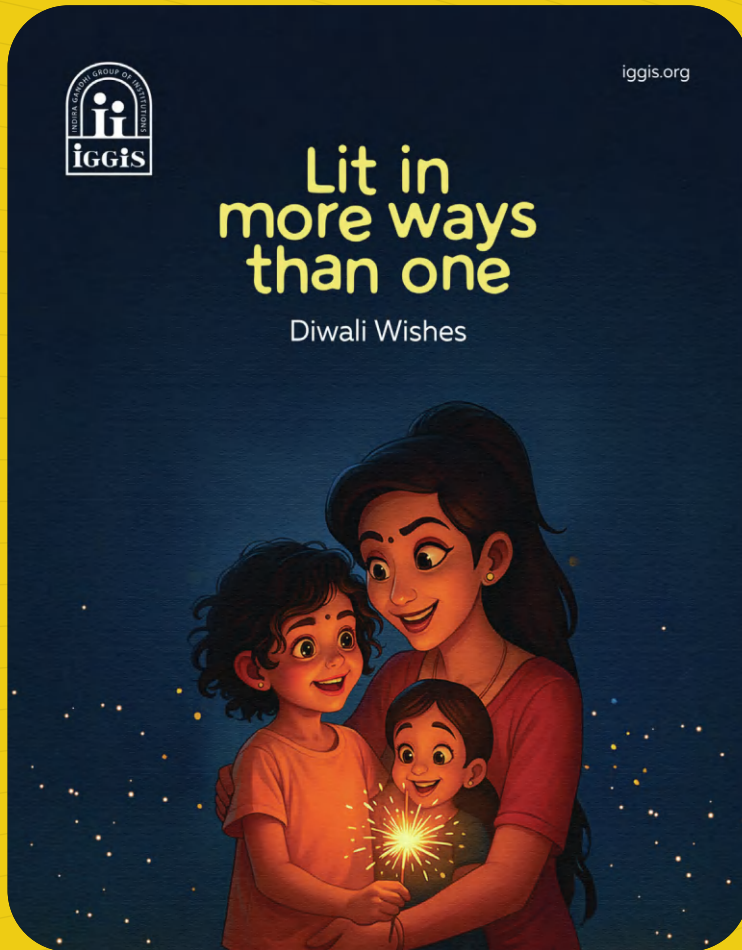
WELLWISH MENTOS

When branding an event, every visual detail needs to match both the event and the host. Important items like mementos, souvenirs, badges, certificates, gift bags, and invitation cards act as physical reminders of the experience. When designed well, these items leave a lasting impression on guests and keep your brand in their minds long after the event ends.





Digital Branding
SM Posters



AI ലവണ് ഭാവം

COURSE OFFERED

Artificial Intelligence
& Machine Learning
/ Data Science

6 MONTHS

100%
PLACEMENT

9072233100
9072222290

gith.in

 **GLOBAL INDIA
TECHNO HUB**

The poster has a dark blue background with a subtle pattern of white dots and lines. On the right side, there is a stylized illustration of a robot with glowing blue eyes and red accents, sitting and reading an open book that is emitting a bright yellow light. The text is in a mix of Malayalam and English, with key details like '100% PLACEMENT' and '6 MONTHS' highlighted in white boxes. The contact information and website are at the bottom.



*Celebrating
Independence Day*

kefshawarma.com

crescent-construction.com

THE RISE OF A CROWN



900 m to
TECHNOPARK

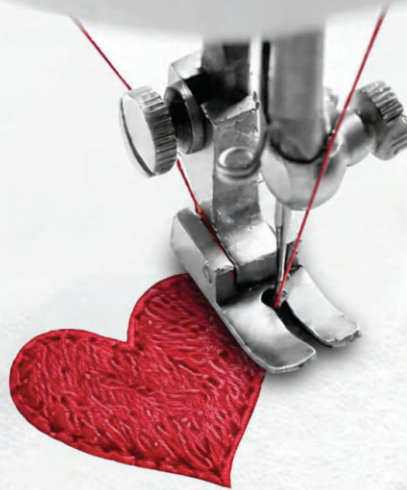
900 m to
UNIVERSITY

3 km to
LULU MALL

CONTACT

9539 000 555 (Helpline)
9947 061 616 (Sales)
9567 512 345 (Office)





Weaving Love

Happy Valentine's Day

family
wedding centre

Bringing
a little
more light
Eid Wishes



family
wedding centre

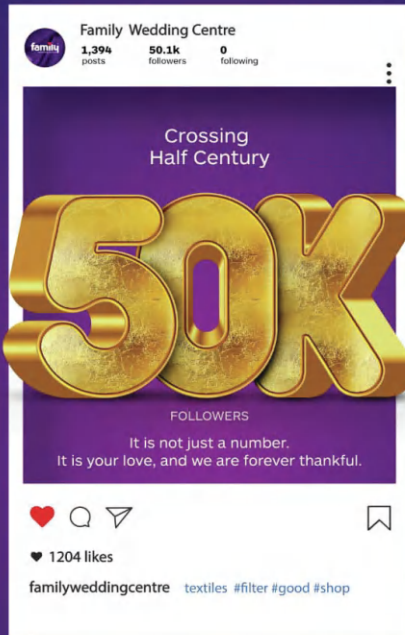
10 YEARS OF
MANJERI
FAMILY

family
wedding centre

MASS BLOOD DONATION

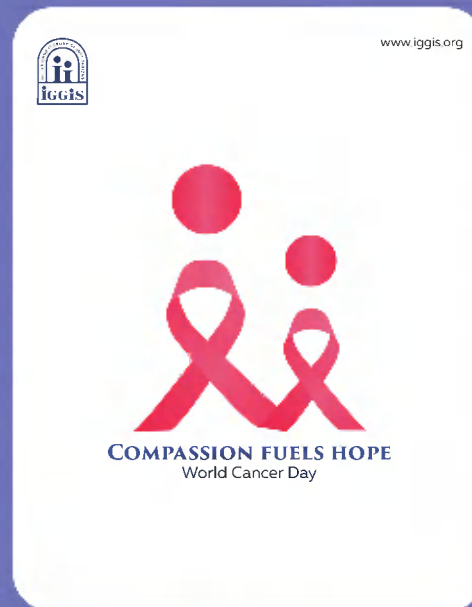
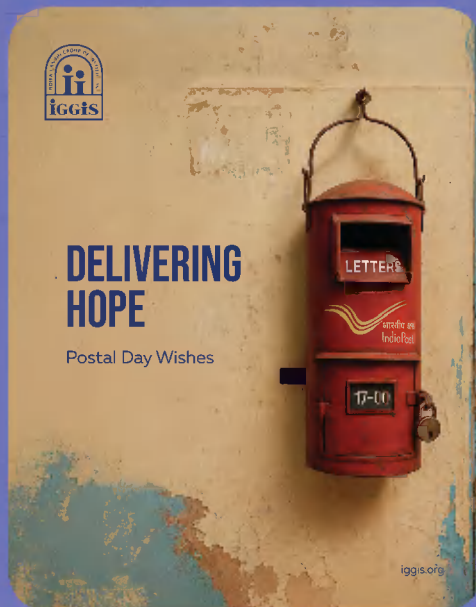
by
Family Staff

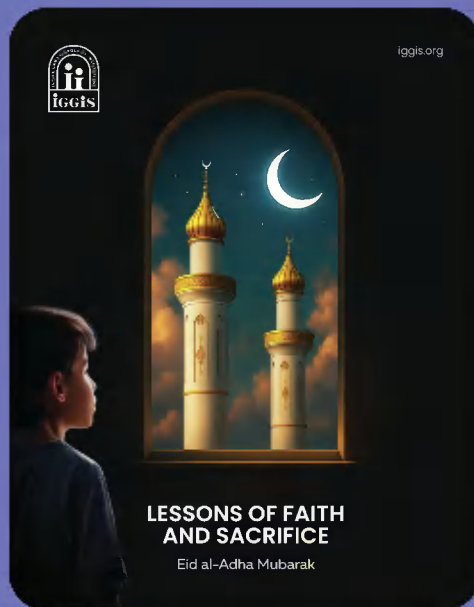
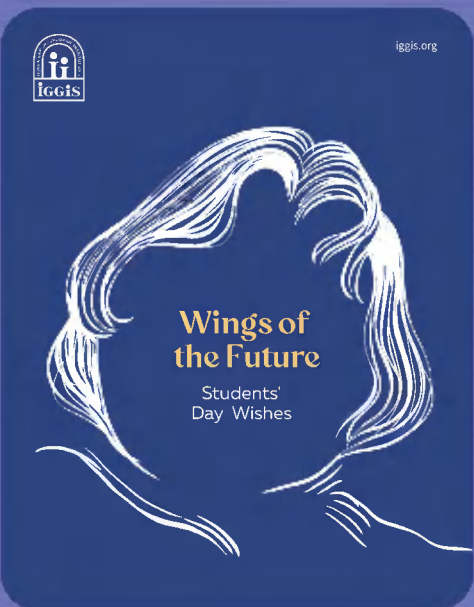




family
wedding centre







www.sngc.ac.in



Guide to grow
Eid al-Adha Mubarak

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COLLEGE OF ARTS & SCIENCE**

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തോൽപ്പിക്കാൻ
തിരുക്കായില്ല, ചത്തു
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INTELLIGENCE***
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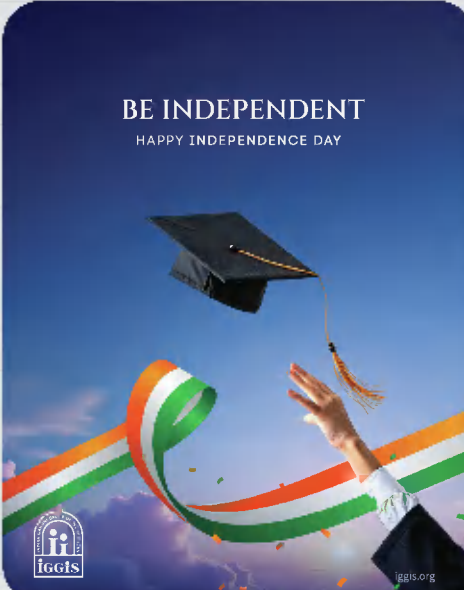
*subject to approval

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BE INDEPENDENT
HAPPY INDEPENDENCE DAY



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igcas.org

**BOOK
REVIEW
COMPETITION**

Date : 18-06-2025
Time : 2.30 PM
Venue: College Library

Books:
The Alchemist (English)
ഒരു ചിന്ത (Malayalam)

Organized by:
Department of Languages
In Association With IQAC,
and College Library
In observance of
National Reading Day

 **INDIRA GANDHI
COLLEGE OF
ARTS AND SCIENCE**

Nellikuzhi P.O.
Kothamangalam, Ernakulam

**READ,
LEAD,
CELEBRATE.**

**READING
WEEK**

**National Reading Day
Celebrations**

Organized by
Women Empowerment Cell



**Book Review
Competition**

Theme:
Women in Literature

Only scanned copies
of handwritten
reviews are considered

**Women Empowerment Cell
Magazine
Naming
Competition**

Medium: English
Theme: Women

• Date: June 19 to June 24
• submit to wec@iiet.org.in

• Staff and students can participate
• Cash prizes await you!

The winners will be announced on June 25

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crecent-construction.com

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500 m to
UNIVERSITY

2 km to
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Construction
Company**
An ISO 9001-2008 Company

THE CROWN
BY CRESCENT
CONSTRUCTION

**TENAGA
SOLAR**

Happy Onam
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**HAYATH
KITCHEN**

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FRIENDLY
PRICING**

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years of
excellence

yantra
Engineering a better tomorrow
Indian Institute of Technology, Bombay

**Embedded
Systems and
Robotics Lab**

**Inauguration
and Valedictory
Function**

18th December 2025

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AND TECHNOLOGY**

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KOTHAMANGALAM

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Renewing
every day

**renewG
SOLAR**

**HAPPY
INDEPENDENCE
DAY**

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fire in a bun
**nashville
burger
is live!**

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Let's smile
SOON
@Kothapet

kef. keeps you smile

kef.

"BACKSTREET DRIVE IN"
Margadarshi Colony
Road No. 1, Kothapet
Behind Westside Shopping Mall



PM Surya Ghar: Muft Bijli Yojana **KS/EB** **SOLAR CITY** **ANERT** *Energising The World*

A TENAGA സോളാർ ഏജൻസി

A SOLAR UNIT BY TENAGA
SUBSIDY SCHEME BY
PM SURYA GHAR
KSEB
SOLAR CITY
ANERT

Branches: Kerala: Thiruvananthapuram | Kollam | Ernakulam | Thrissur | Kozhikode | Kasaragod
Karnataka: Mangalore & Mysore
Head Office: Perinthalmanna

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100%

PLACEMENT

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ലോകത്തെവിടെയും
ജോലി**

COURSE OFFERED

**Shipping Logistics
& Supply Chain
Management**

6 MONTHS/1 YEAR



9072233100
9072222290



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TECHNO HUB**

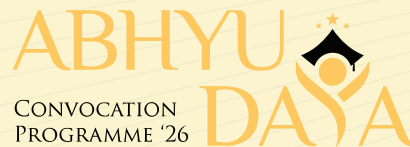
gith.in

EVENT TYPOGRAPHY

Event branding starts with conceptualizing a theme, choosing a name, and crafting a logo.

Since an event is an extension of the main brand, every detail must be planned carefully to align with the company's identity. A well-crafted logo serves as the visual anchor, giving the event a distinct face that guests instantly recognize.

Here are a few event titles and logos:



Inception

ENGINEUITY
COURSE COMPLETION CEREMONY 2025

FLOCKEN
IGGIS elektrowagen

SUMMON
INDUCTION PROGRAMME 2026

HANDS ON

mons^{oon}
mornings

CONQUEST

Mega
Fashion
Show 26

SIXTH
SENSE
IPL PREDICT
& WIN
CONTEST

ICL
IGGIS
CRICKET
LEAGUE

iggis
Talent
L.O.P

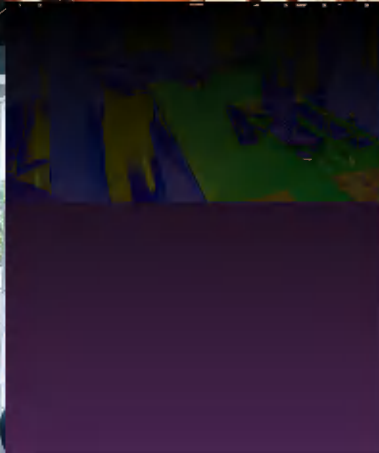
10 years of
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Ajithkumar Puthukkudi

After leaving a five-year PhD research program at Hyderabad Central University, teaching was chosen as a career. Later, the journey moved into the world of branding and advertising.

Brand research and strategy development remained central throughout, reaching nearly 100 brands over a seven-year journey. Thinking about brands, the markets they exist in, and the audiences they serve has always been an engaging process.

Fasil Vattoly

Being a content creator and writing consistently on social media, Fasil Vattoly found it difficult to place himself in a managerial role within a wholesale brand. He instead found his place in a branding agency, where he discovered a more creative and expressive side of himself. His ability to understand brands and connect with brand owners made his journey fruitful for both his company and himself.

His five-year journey in branding at CAM and Close shaped him into a perfect fit for the role of Brand Manager at an international brand, Bella Bathwares. There, he instilled a strong sense of 'brand' among employees across the GCC and presented the brand beautifully to its audience.

The entrepreneurial call within him eventually became his return ticket, and in 2025, he co-founded the brand Soal.





Hisan Ali

Hisan Ali began his career in graphic design, creating visual content for brands and their social media platforms. Working closely with content and campaigns led him into digital marketing, where his focus expanded to how brands reach and engage their audiences.

Over five years in the field, his work has grown to include content strategy, social media management, paid advertising, and website development. This experience connects his understanding of design with the practical work of planning, running, and improving digital campaigns.

When Soal decided to fly to Oman, it found its wings in Hisan. His knowledge of the land and its audience makes him a facilitator who connects every brand with its right audience.

Jafar Bava

A designer who has transformed his passion into a profession. The memories of school-time poster making and handwritten magazines continue to guide his creative thought process. His attention to the functionality of every output stands as a testament to this approach.

His 17-year professional journey began in 2009, assisting in production and prepress processes. Over time, his practice expanded across the wider realm of visual communication, engaging with diverse formats and design challenges. A strong foundation in print continues to inform his thinking, bringing precision and clarity to his work across mediums.

His professional growth has been steady, taking on roles such as Senior Designer, Art Director, and Creative Director. Along the way, he has retained a childlike curiosity, consistently exploring how design works, both in concept and in execution.



no
action is
without
intent

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